

## PRINCIPLES AND DEVELOPMENT OF THE SOCIAL SERVICES MARKET IN UZBEKISTAN

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**Annotation:** *This article examines the aspects of development and impact of socio-economics and digital transformation of services, which is necessary for the development of the economy of any country at present, as well as a prerequisite for entering the list of countries with developed potential, because the development of social services and increasing the potential in this area in any country of the world today concerns not only the economy, but also of all other aspects of our life in the context of world globalization, positive changes and an increase in the role of digitalization in the social sphere are considered.*

**Keywords:** *socio-economy, digital transformation, social economy, digitalization, potential, business processes, globalization.*

### INTRODUCTION

The development strategy in the social services market in Uzbekistan is in accordance with the Decree of the President of the Republic of Uzbekistan, dated 25.07.2022 No UP-175 "On approval of the strategy for social protection of the population of the Republic of Uzbekistan"<sup>25</sup> is a fundamental tool for our country at present to work with the poor and vulnerable segments of the population.

I would also like to separately note the topic of social tourism. Social tourism as a concept was first mentioned in the 1980 Manila Declaration on World Tourism, which states: "Social tourism is a goal that society should strive for in the interests of the less well-off citizens when they exercise their right to rest." On the official website of the United Nations<sup>26</sup> The full breakdown of the topic is not given and it is not specified which segments of the civilian population are considered the least well-off, but from this we can conclude that humanity is concerned about the situation of people who are financially incapable, as well as those with physical disabilities, the right to rest. In the Montreal Declaration, adopted by the General Assembly of the International Bureau of Social Tourism in 1996, according to the 13th Declaration, social tourism is tourism, the purpose of which is not only to make a profit, but the main idea is that tourism is completely accessible en masse, and not as a privilege, and only for the wealthy segments of the population. In the Law of the Republic of Uzbekistan dated 16.04.2019<sup>27</sup> "On Tourism", Chapter 2, Article 6 says: "...creation of the necessary conditions for the development of domestic tourism, including the organization of tourism and excursions for children, youth, the elderly, as well as persons with disabilities and low-income segments of the population within the framework of the development of social tourism", tourism is a direction of the

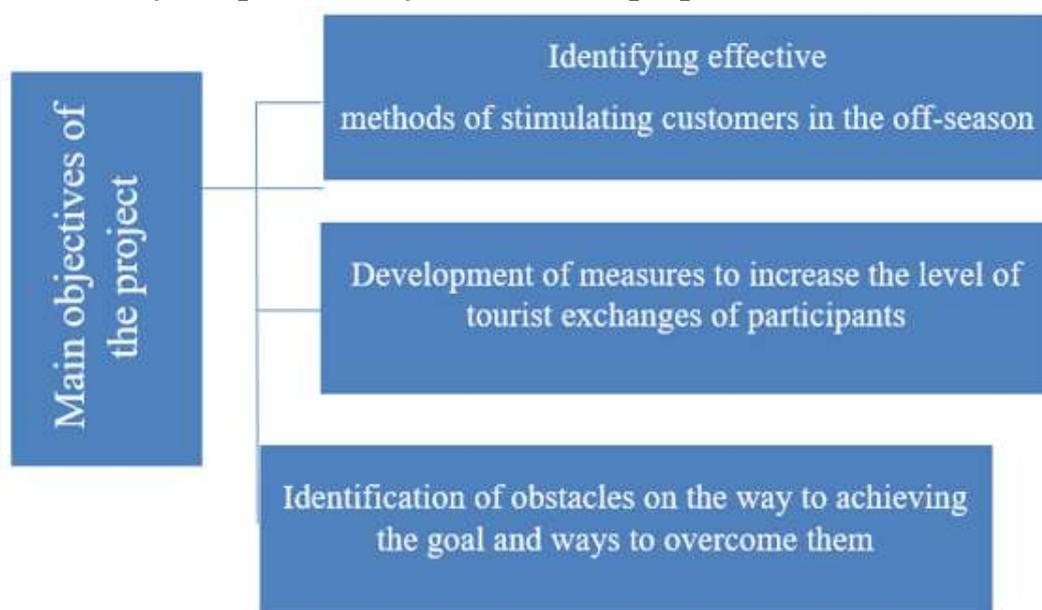
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<sup>25</sup> <https://lex.uz/ru/docs/6130271>

<sup>26</sup> <https://abaidan.kz/ru/categories/turizm/turciya-zavershaet-2023-god-s-rekordnymi-pokazatelyami-turizma-2024-02-04#:~:text=How%20Announced%20Ministry%20Culture%20and,Night%20For%20Overnight%20Reached%20%2499.>

<sup>27</sup> [https://www.un.org/ru/documents/decl\\_conv/declarations/manila\\_declaration.shtml](https://www.un.org/ru/documents/decl_conv/declarations/manila_declaration.shtml)

economy, fully or partially financed by budgetary funds, state extra-budgetary funds (including funds allocated within the framework of state social assistance), as well as the employer's funds. That is, here we understand how you can get money for travel, and to whom it is exactly intended, for what category of people. V.A. Kwartalnov, one of the main founders of the concept of social tourism, in his article "Strategic Management in Tourism"<sup>28</sup> says that tourism is a market, but it is more correct to emphasize that this market is basically understood as a "market of good deeds". Although the profit from social services can be very tangible, which is sometimes not quite correctly perceived by our government<sup>29</sup>. For example, take the experience of foreign countries: in some European countries, social tourism is organized by various organizations, including associations, cooperatives and trade unions, with the aim of making travel accessible to everyone, especially to those who are less privileged. Such projects in Europe can be both international and national, a direct example of social tourism is the famous Calypso project, with a budget of 1 million euros and a duration of three years, since it was necessary to understand how justified such a project would be within the framework of the economy of the countries, in order to work out the tourism sector. The main goal of the project was to attract more citizens to tourism, to expand local, interregional and, of course, international tourism. And most importantly, it is not only about travel, but a huge role is played by the problem of maintaining health, communication between the elderly and young people, and general social integration. What is particularly important for the EU countries in the Calypso project is that people's participation in this project can strengthen their attachment to European values and traditions. The target groups of citizens in the project consisted of the elderly and pensioners, youth, disabled people and low-income families.



What would the development of this project give to the countries of the European community? First of all, this is the development and growth of tourism activities, the creation of new jobs, the formation of a common consciousness among the peoples of

<sup>28</sup> Kwartalnov V.A., [https://tourlib.net/books\\_tourism/kwartalnov\\_pril.htm](https://tourlib.net/books_tourism/kwartalnov_pril.htm)

<sup>29</sup> Usmankhodzhaeva S. M. DIGITAL ECONOMY AND SOCIETY-ADVANTAGES AND DISADVANTAGES// Raqamli iqtisodiyot (Digital economy). - 2024. - №. 7. - P. 101-110.

Europe. Non-governmental organizations, travel companies were involved in the project to work with hotels, resorts and holiday homes.

This topic is attractive both economically and socially – in the article by L.I. Donskova.<sup>30</sup> Studies conducted by Georgie Garcés Ferrer, Mirela Ferry Sanz, Estrella Dura Ferrandiz in the field of healthy aging, clearly showed that 2 groups of elderly people, one of which is a participant in tourism, the other is not, strikingly differed in several criteria: for example, elderly tourists have a higher level of health, integration into the community is much easier, the parameter "life satisfaction" in older people who are used to traveling, higher than in the other group that does not have the opportunity to travel.

Most importantly, tourists from this group of studies have shown that they are able to perform a much better role in the activities of everyday life – that is, their cognitive and mental abilities are much higher than those of the other group of people.

This is an important parameter that indicates healthy aging, which means less use of medical services. Social tourism helps to save on the consumption of health and social services for the elderly population, which is reflected in savings for existing governments and households<sup>31</sup>. Moreover, this saving is not carried out by increasing taxes and other mechanisms that irritate society.

Conclusions and proposals.

The benefits of a developed socio-economy, especially in terms of social tourism, bring tangible benefits: the elderly, traveling, resting in sanatoriums, hotels, visiting tours, feel better emotionally, physically and mentally, respectively, they will serve society for the benefit longer and more effectively; paying only for part of vouchers and tours, and sometimes for free, tourists of this category generate income by spending money on souvenirs, pleasant trifles, the costs of which they would not dare to spend at home; visiting sanatoriums, hotels and rest homes in the off-season, this group provides work for these organizations; It has long been known that people who travel integrate more easily into any society.

Accordingly, it can be concluded that the development of the socio-economy and the development of services in the social sphere need to be developed, and with the help of digitalization and innovation, it is possible to make this sector of the economy profitable and rapidly developing, and through the efforts of our government, this sector adequately copes with challenges and problems. Attracting business to the social services sector, introducing innovations and new technologies, optimizing business processes will make the sector attractive for new partners and investments, which is necessary for any country with high standards of living and development.

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